

HOME+ e-shopping brings Instant grocery delivery service in china

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HOME+ has significantly expanded its product offering. HOME+ customers can now select around 400 additional “Instant Delivery” items from DCH Foods Deluxe, an industry-leading food retailer and part of the Dah Chong Hong family. The partnership with DCH Foods Deluxe brings HOME+ customers an assortment of groceries which include premium frozen meats and seafood, specialty sauces, estrogen-free eggs, no added hormone meats, fish maw, Japanese dried scallop, and more – all delivered within 100 minutes.



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Launched in February 2021, HOME+'s "Instant Delivery" service offers ground-breaking 100- minute delivery across Hong Kong for orders of HK\$300* or above. As part of its service pledge, when deliveries fail to arrive within 100 minutes, customers will be reimbursed with HK\$10 worth of HOME+ Points for every minute delayed, up to a maximum of HK\$100 Home+ Points. For added flexibility, customers can also opt to have their purchases delivered between 5pm to 9pm on the same day. This first-of-its-kind Instant Delivery service is available across Hong Kong, Kowloon and the New Territories^, offering e-shoppers unprecedented speed, convenience and availability. June Lam, CEO of HOME+ said, "Change and innovation are keys to succeeding in today's e-commerce landscape. We're delighted to have an industry-leading food retailer like DCH Foods Deluxe join our disruptive 'Instant Delivery' pledge and fully utilise our robust partnership network to give customers a better shopping experience. As always, we welcome other merchants to join our 'Instant Delivery' service for resource sharing synergies and winwin-win gains for HOME+, for merchants and for customers."